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PTO/SB/21 (12/97)  
Approved for use through 9/30/2000. OMB 0651-0031  
Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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<b>TRANSMITTAL FORM</b> <i>(to be used for all correspondence after initial filing)</i>	Application No.	08/882,197	<b>RECEIVED</b>
	Filing Date	June 25, 1997	
	First Named Inventor	Paul C. Greer	<b>AUG 21 1997</b>
	Group Art Unit	2163	
	Examiner Name	Mainecke Diaz, S	<b>Technology Center 2100</b>
Total Number of Pages in This Submission		Attorney Docket Number	42390P4072

ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form  <input checked="" type="checkbox"/> Fee Attached  <input checked="" type="checkbox"/> Amendment / Response  <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s)  <input type="checkbox"/> Extension of Time Request  <input type="checkbox"/> Express Abandonment Request  <input type="checkbox"/> Information Disclosure Statement  <input type="checkbox"/> Certified Copy of Priority Document(s)  <input type="checkbox"/> Response to Missing Parts/ Incomplete Application  <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers (for an Application)  <input type="checkbox"/> Drawing(s)  <input type="checkbox"/> Licensing-related Papers  <input type="checkbox"/> Petition Routing Slip (PTO/SB/69) and Accompanying Petition  <input type="checkbox"/> To Convert a Provisional Application  <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address  <input type="checkbox"/> Terminal Disclaimer  <input type="checkbox"/> Small Entity Statement  <input type="checkbox"/> Request for Refund	<input type="checkbox"/> After Allowance Communication to Group  <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences  <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief)  <input type="checkbox"/> Proprietary Information  <input type="checkbox"/> Status Letter  <input type="checkbox"/> Additional Enclosure(s) (please identify below): <div style="border: 1px solid black; height: 80px; width: 100%;"></div>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Ronald S. Tamura, Reg. No. 43,179 <b>BLAKELY, SOKOLOFF, TAYLOR &amp; ZAFMAN LLP</b>
Signature	
Date	August 10, 2001

CERTIFICATE OF MAILING/TRANSMISSION			
I hereby certify that this correspondence is being deposited with the United States Postal Service as First Class mail with sufficient postage in an envelope addressed to: Assistant Commissioner for Patents, Washington, D.C. 20231 on: <b>August 10, 2001</b>			
Typed or printed name	<b>Laura Robles</b>		
Signature		Date	<b>August 10, 2001</b>

Burden Hour Statement: This form is estimated to take 0.2 hours to complete. Time will vary depending upon the needs of the individual case. Any comments on the amount of time you are required to complete this form should be sent to the Chief Information Officer, Patent and Trademark Office, Washington, DC 20231. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Assistant Commissioner for Patents, Washington, DC 20231.

Please type a plus sign (+) inside this box


 Approved for use through 09/30/2000. OMB 0651-0032  
 Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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**PTO**  
**FEE TRANSMITTAL**  
**for FY 2000**  
 Patent fees are subject to annual revision.  
 AUG 16 2001  
 PATENT & TRADEMARK OFFICE

AMOUNT OF PAYMENT	(\$)	198.00
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**Complete if Known**

Application No.	08/882,197	<b>RECEIVED</b> AUG 21 2001 Technology Center 2100
Filing Date	June 25, 1997	
First Named Inventor	Paul C. Greer	
Examiner Name	Mainecke Diaz, S	
Group/Art Unit	2163	
Attorney Docket No.	42390P4072	

**METHOD OF PAYMENT (check one)**

1. ☒ The Commissioner is hereby authorized to charge indicated fees and credit any overpayments to:

Deposit Account Number: 02-2666

Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP

☒ Charge Any Additional Fee(s) Required Under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.

☐ Applicant claims small entity status. See 37 CFR 1.27.

2. ☒ **Payment Enclosed:**

☒ Check ☐ Credit card ☐ Money Order ☐ Other

**FEE CALCULATION**

1. **BASIC FILING FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
101	710	201	355	Utility filing fee	
106	320	206	160	Design filing fee	
107	490	207	245	Plant filing fee	
108	710	208	355	Reissue filing fee	
114	150	214	75	Provisional filing fee	
<b>SUBTOTAL (1)</b>					(\$)

2. **EXTRA CLAIM FEES**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
103	18	203	9	Claims in excess of 20	
102	80	202	40	Independent claims in excess of 3	
104	260	204	135	Multiple Dependent claim, if not paid	
109	80	209	40	**Reissue independent claims over original patent	
110	18	210	9	**Reissue claims in excess of 20 and over original patent	
<b>SUBTOTAL (2)</b>					(\$)

**Total Claims** 56 - 45 = 11 **Fee from below** 18.00 = \$198.00

**Independent Claims** 3 - 4 = 0 **Fee from below** 80.00 =

**Multiple Dependent** =

\*\*or number previously paid, if greater. For Reissues, see below

3. **ADDITIONAL FEE**

Large Entity		Small Entity		Fee Description	Fee Paid
Fee Code	Fee (\$)	Fee Code	Fee (\$)		
105	130	205	65	Surcharge - late filing fee or oath	
127	50	227	25	Surcharge - late provisional filing fee or cover sheet.	
139	130	139	130	Non-English specification	
147	2,520	147	2,520	For filing a request for reexamination	
112	920*	112	920*	*Requesting publication of SIR prior to Examiner action	
113	1,840*	113	1,840*	*Requesting publication of SIR after Examiner action	
115	110	215	55	Extension for response within first month	
116	390	216	195	Extension for response within second month	
117	890	217	445	Extension for response within third month	
118	1,390	218	695	Extension for response within fourth month	
128	1,890	228	945	Extension for response within fifth month	
119	310	219	155	Notice of Appeal	
120	310	220	155	Filing a brief in support of an appeal	
121	270	221	135	Request for oral hearing	
138	1,510	138	1,510	Petition to institute a public use proceeding	
140	110	240	55	Petition to revive - unavoidable	
141	1,240	241	620	Petition to revive - unintentional	
142	1,240	242	620	Utility issue fee (or reissue)	
143	440	243	220	Design issue fee	
144	600	244	300	Plant issue fee	
122	130	122	130	Petitions to the Commissioner	
123	50	123	50	Petitions related to provisional applications	
126	180	126	180	Submission of Information Disclosure Stmt	
581	40	581	40	Recording each patent assignment per property (times number of properties)	
146	710	246	355	Filing a submission after final rejection (37 CFR 1.129(a))	
149	710	249	355	For each additional invention to be examined (37 CFR 1.129(b))	
179	710	279	355	Request for Continued Examination (RCE)	
169	900	169	900	Request for expedited examination of a design application	
Other fee (specify)					
Other fee (specify)					
* Reduced by Basic Filing Fee Paid					
<b>SUBTOTAL (3)</b>					(\$)

**SUBMITTED BY**

Name (Print/Type)	Registration No.	Telephone
08/23/2001 MAIL 00000001 022666 08882197	43,179	(714) 557-3800
Signature	Date	
01 FC: 115 \$110.00 CH [Signature]	08/10/01	

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Docket No.: 042390.P4072

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Greer, et al.

Application No.: 08/882,197

Confirmation No.: 3875

Filed: June 25, 1997

For: USER DEMOGRAPHIC PROFILE  
DRIVEN ADVERTISING  
TARGETING

Examiner: Diaz, S.

Art Group: 2163

RECEIVED

AUG 21 2001

Technology Center 2100

AMENDMENT AND RESPONSE TO THE OFFICE ACTION

Assistant Commissioner for Patents  
Washington, DC 20231-9998

Sir:

In response to the outstanding Office Action, mailed April 10, 2001, please amend the above-identified Application as follows:

IN THE CLAIMS:

Following is a complete set of claims as amended with this Response. This complete set of claims includes amended claims 1, 7, 14, 16-20, 22, 23, 27, 31, 32, 36, 40, 42, and 45 and new claims 46-57.

042390.P4072  
Filed: June 25, 1997

-1-

App. No. 08/882,197